



## REQUEST FOR QUALIFICATIONS

### Tampa's Westshore District Worker & Resident Survey

#### OPPORTUNITY

The Westshore Alliance (WSA) is seeking a qualified firm to create and conduct a district-wide survey and analysis of those who work and live in Tampa's Westshore District. Survey results are intended to help WSA gain stronger insights on the demographics, perceptions and activities of District workers, as well as the growing number of people who live in Westshore. The survey will include WSA members, as well as nonmember Westshore business owners, employees and residents.

#### INTRODUCTION

Tampa's Westshore District is the center of activity not only in Tampa, but also on Florida's west coast. Located at the intersection of several major highways and an interstate, Westshore is home to Florida's largest office submarket with more than 12 million square feet of office space, 4,000 businesses and 94,000 employees. The District also boasts many of Tampa's finest restaurants, world-class shopping and the largest concentration of hotels in the county. It is home to Raymond James Stadium and George Steinbrenner Field, which host professional sports, annual community events, and music concerts featuring world-renowned performers.

Westshore has evolved from its roots as a 9 am to 5 pm office district to a vibrant 24/7 community with 15,000 people calling Westshore home. Westshore is also the regional gateway for more than 18 million visitors who travel at Tampa International Airport each year. Located on the western edge of the City of Tampa, Westshore is approximately 10 square miles bounded by Kennedy Boulevard to the South, Himes Avenue to the East, Hillsborough Avenue to the North and Old Tampa Bay, including Rocky Point to the West. More information about Westshore can be found [here](#).

#### SCOPE OF WORK & DELIVERABLES

The selected firm will:

- 1) Create and conduct a statistically valid survey to assess the perception of Westshore. The survey shall provide WSA a measure of how Westshore is perceived by workers and residents as a potential destination for living, working, shopping, entertainment and recreation.
- 2) Provide raw survey data to WSA.
- 3) Provide an analysis report summarizing the survey results and key findings.

## RFQ SUBMISSION REQUIREMENTS

Submissions should not exceed 5 pages and should include the following items:

- Name, title, phone and email address of person responding to the RFQ
- Company name, principal business address, mailing address, phone, web address, and number of years in business
- Provide the names and qualifications of those who will work on this project and explain the role of each core team member
- Provide descriptions and examples of similar survey projects the company has successfully completed along with contact names and numbers for three completed projects as references
- Submissions should clearly and concisely express the company's understanding and approach to the project's scope of work and required results/deliverables
- Include a proposed timeline for key activities
- Provide the cost for scope services and deliverables, as well as billing policies and invoicing timeline
- **Submissions should be sent electronically to Heather Mackin at [mackin@westshorealliance.org](mailto:mackin@westshorealliance.org) by Friday, May 19, 2017.**

## SELECTION PROCESS

Evaluation criteria is based on project understanding and approach, as well qualifications and past performance in the successful completion of similar projects. The selection of a company is solely at the discretion of WSA. WSA reserves the right to consider all or parts of any submission and is under no obligation to accept any submission. WSA reserves the right to negotiate further with any bidders after the receipt of submissions. Companies that are not selected will be notified via email.

## ABOUT THE WESTSHORE ALLIANCE

The Westshore Alliance is a not-for-profit organization of business and community leaders recognized as the voice of Tampa's Westshore District. The Alliance has a 30+-year track record of getting things done, including significant progress in the areas of transportation, urban development, marketing, public safety, education and connecting our community. With 400 member businesses and scores of volunteers, the Alliance's mission is to promote, shape future growth and foster economic prosperity of the Westshore Business District. More information about the Westshore Alliance can be found on our [website](#).

## CONTACT:

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